



The Ix® Solution 3 Simple Rules for Success

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Healthwise by the Numbers



- 501c3 and staying that way – since 1975
- 220 Employees
- 100 Million Uses
- 33 Million self care books

Nonprofit Mission: To help people make better health decisions



Healthwise Provides Consumer Health Information



- All 10 of the top 10 MCOs
- All 3 of the top 3 Disease Management Organizations
- 400+ hospitals
 - Web-based
 - Book-based
 - Phone-based
- Ix Solutions

Nonprofit Mission: To help people make better health decisions

100+ Million Times a Year



The 3 Simple Rules

1. The Self-Care Rule

Help people do as much for themselves as they can

2. The Guidelines Rule

Help people ask for the care they need. Give them the guidelines

3. The Veto Rule

Help people say "no" to care they don't need



Information Therapy (Ix)



Prescribing:

The right information to the right person at the right time.



The Ix Solution

Same old, same old

- Cost Crisis
- Quality Crisis
- Staffing Crisis

A Transformation in the Role of the Consumer



The Ix Solution: Cost Crisis

17.5% of the world's largest GNP

What's needed:

- Eliminate care that doesn't help
- Help people do more for themselves
- Use IT efficiencies to lower the cost
- Much is wasted

46 million uninsured (coverage crisis)



The Ix Solution: Quality Crisis

Only half get the care they should—

What's needed:

- Engage the patient in decisions
- Improve self-management skills
- Patient-facing guidelines
- 17 year lag from research to practice
- Confusion/poor adherence by patients



The Ix Solution: Staffing Crisis

The first baby boomers are now 60

What's needed:

ons

- Seeing each patient as a provider
- Tools to reduce need for visits
- Tools to allow home treatment leaving practice faster



Chronic Care Crisis

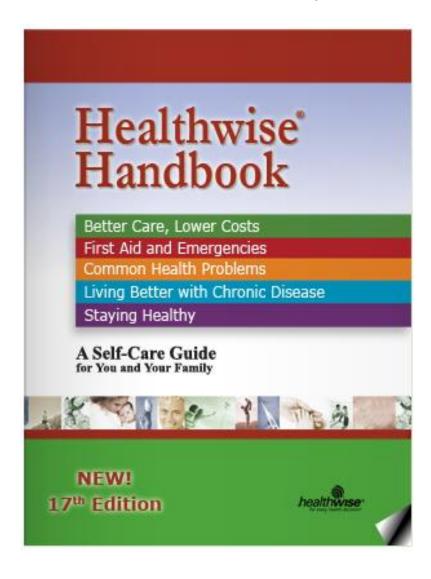
It's Sure to Get Worse Before it Get's Better

- Diabetes
- Hypertension
- Heart diseases
- Arthritis

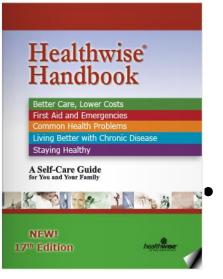




Rule#1: Help people do as much for themselves as they can







Healthwise® Handbook Brings Home the "Gold"

- Since 1975, the *Healthwise Handbook* has gone through 17 editions on the way to selling over 30 million copies worldwide,
- The 17th edition has set a new standard for health books. For hundreds of the most common health problems it presents in plain language what you can do for yourself and how best to manage the care you need

Educate...Engage...

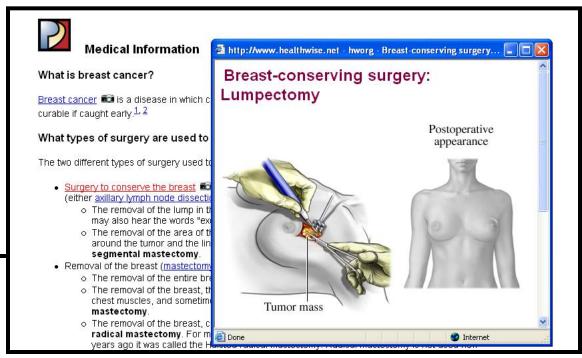


Rule #2: Help people get the care they need by giving them the "guidelines"



Should I have breast-conserving surgery or a mastectomy to treat early-stage breast cancer?

Introduction



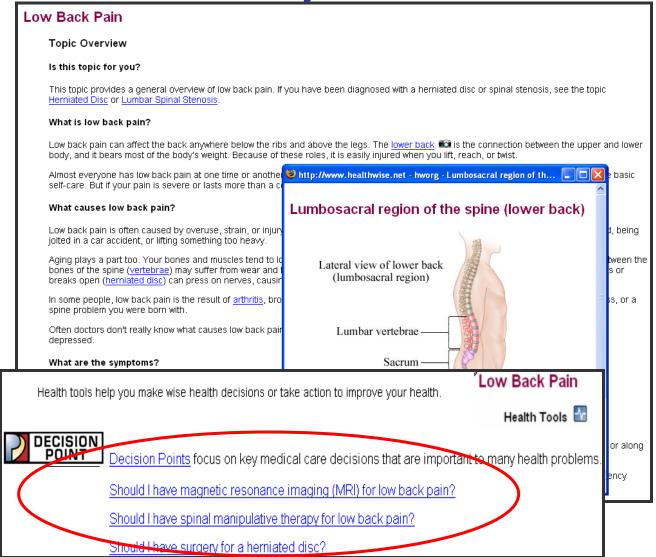
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ng surgery, or

to have to treat <u>stage I</u> ude:



Rule #3: Help people say "no" to the care they don't need







The Healthwise® Ix Solution



Educate...Engage...Transform



IX Demonstration



Why the 3 Simple Rules?

Deliver Ix that helps people:

- Do more for themselves
- Get the care they need
- Say "no" to care they don't need

and transforms them into active and informed consumers



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Thank You

